

Rep Order# 8882988 Ver# 1 Status New  
EC'd No

Printed: 10/15/2012 10:14 AM  
Last Received: 10/15/2012 10:02 AM

1 of 10

Oct 15 2012

Station KTVX-TV SALT LAKE CITY  
Advertiser ( ) LOVE, MA  
Product LOVEHOUSE/R  
Estimate# C16C22  
Buyer Patricia Done  
Phone#  
Fax#

Traffic Order# 65688  
Showing Baylines: All Lines  
Agency ( ) SMART MEDIA GROUP  
814 KING ST, SUITE 400  
ALEXANDRIA, VA 22314  
Agency C/P1/R2/E  
Flight Dates 10/16/2012 - 10/22/2012  
Hiatus Weeks

Rep Firm RUP  
Sales Office ( ) WASHINGTON  
Salesperson ( ) NILE NOYES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

—CONTRACT COMMENT—

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

—REMARKS—

PLS SEE NEW ORDER FOR LOVE  
SHARES ARE EST  
PLS CK AND CNF  
THANKS  
NILE

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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Rating: 1.6	1	TU	9A-10A	THE DOCTORS	:30	\$125.00	10/16-10/16	1	1	1	\$125.00	
Rating: 1.6	2	W	9A-10A	THE DOCTORS	:30	\$125.00	10/17-10/17	1	1	1	\$125.00	
Rating: 1.6	3	TH	9A-10A	THE DOCTORS	:30	\$125.00	10/18-10/18	1	1	1	\$125.00	
Rating: 1.6	4	M	9A-10A	THE DOCTORS	:30	\$125.00	10/22-10/22	1	1	1	\$125.00	
Rating: 1.4	5	TU	11A-12P	VIEW	:30	\$150.00	10/16-10/16	1	1	1	\$150.00	
Rating: 1.4	6	W	11A-12P	VIEW	:30	\$150.00	10/17-10/17	1	1	1	\$150.00	















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LT In Day Time Program

--- --- --- --- ---

82 F 630P-7P 2 1/2 MEN

Rating: 1.8

83 M 630P-7P 2 1/2 MEN

Rating: 1.8

84 TU 7P-9P DEBATES 10.11 16 22

Rating: 5.7

85 M 7P-9P DEBATES 10.11 16 22

Rating: 5.7

86 TU 8P-9P DWTS RESULTS  
Rating: 8.9

Rating: 8.9

*Q, 10 f  
W/M  
C/M*

—REPORT TOTALS—

Report Totals: 86 / \$22,685.00

—SALES MONTHLY TOTALS—

Oct 12: 86 / \$22,685.00

Sales Totals: 86 / \$22,685.00

Station Totals: 86 / \$22,685.00

lines not sent/rclcd/rtn: 0 / \$0.00

—COMPETITIVE—

Market Totals

\$133,441

	CABL	KAZG	KJZZ	KPNZ	KSL	25%	
	0%	0%	0%	0%	KUTV	27%	
KSTU	31%	KTVX	17%	KUCW	0%	KUPX	0%
NTVX	0%						

Books MAY12  
Demos RA35+

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